

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 940867 /		<u>Alt Order #</u>
<u>Product</u> GENERAL		
<u>Contract Dates</u> 10/08/12 - 11/06/12		<u>Estimate #</u> 2452
<u>Advertiser</u> Mandel/R/Senator		<u>Original Date / Revision</u> 08/09/12 / 08/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Bob Sommerkamp	<u>Sales Office</u> Cincinnati
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	10/08/12	11/06/12	5-6a news	5-6a		:30			NM	20	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				3	\$125.00			
Week:		10/15/12	10/21/12	MTWTF--				5	\$125.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$125.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$125.00			
Week:		11/05/12	11/11/12	MT-----				2	\$125.00			
N 2	WLWT	10/08/12	11/06/12	6-7a news	6-7a		:30			NM	20	\$5,850.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				3	\$250.00			
Week:		10/15/12	10/21/12	MTWTF--				5	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
Week:		11/05/12	11/11/12	MT-----				2	\$300.00			
N 3	WLWT	10/08/12	10/14/12	NBC Today Show	7-9a		:30			NM	3	\$1,050.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				3	\$350.00			
N 4	WLWT	10/15/12	11/06/12	NBC Today Show	7-9a		:30			NM	17	\$40,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$2,400.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$2,400.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$2,400.00			
Week:		11/05/12	11/11/12	MT-----				2	\$2,400.00			
N 5	WLWT	10/08/12	11/06/12	NBC Today Show II	9-10a		:30			NM	12	\$3,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$250.00			

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 MTWTF-- 3 \$300.00 Week: 10/22/12 10/28/12 MTWTF-- 3 \$300.00 Week: 10/29/12 11/04/12 MTWTF-- 3 \$300.00 Week: 11/05/12 11/11/12 MT----- 1 \$300.00												
N 6	WLWT	10/08/12	11/05/12	12-1230p M-F news	12-1230p		:30			NM	12	\$2,300.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 MTWTF-- 2 \$150.00 Week: 10/15/12 10/21/12 MTWTF-- 3 \$200.00 Week: 10/22/12 10/28/12 MTWTF-- 3 \$200.00 Week: 10/29/12 11/04/12 MTWTF-- 3 \$200.00 Week: 11/05/12 11/11/12 M----- 1 \$200.00												
N 7	WLWT	10/08/12	11/02/12	5-530p M-F news	5-530p		:30			NM	15	\$6,375.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 MTWTF-- 3 \$425.00 Week: 10/15/12 10/21/12 MTWTF-- 4 \$425.00 Week: 10/22/12 10/28/12 MTWTF-- 4 \$425.00 Week: 10/29/12 11/04/12 MTWTF-- 4 \$425.00												
N 8	WLWT	11/05/12	11/05/12	5-530p M-F news	5-530p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$1,000.00												
N 9	WLWT	10/08/12	11/02/12	530-6p M-F news	530-6p		:30			NM	15	\$7,125.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 MTWTF-- 3 \$475.00 Week: 10/15/12 10/21/12 MTWTF-- 4 \$475.00 Week: 10/22/12 10/28/12 MTWTF-- 4 \$475.00 Week: 10/29/12 11/04/12 MTWTF-- 4 \$475.00												
N 10	WLWT	11/05/12	11/05/12	530-6p M-F news	530-6p		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$1,200.00												
N 11	WLWT	10/08/12	11/02/12	6-630p M-F news	6-630p		:30			NM	19	\$11,400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 MTWTF-- 4 \$600.00 Week: 10/15/12 10/21/12 MTWTF-- 5 \$600.00 Week: 10/22/12 10/28/12 MTWTF-- 5 \$600.00 Week: 10/29/12 11/04/12 MTWTF-- 5 \$600.00												
N 12	WLWT	11/05/12	11/05/12	6-630p M-F news	6-630p		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$1,500.00												
N 13	WLWT	10/08/12	11/05/12	7-730p	7-730p		:30			NM	12	\$4,700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 MTWTF-- 2 \$350.00 Week: 10/15/12 10/21/12 MTWTF-- 3 \$400.00 Week: 10/22/12 10/28/12 MTWTF-- 3 \$400.00 Week: 10/29/12 11/04/12 MTWTF-- 3 \$400.00 Week: 11/05/12 11/11/12 M----- 1 \$400.00												
N 14	WLWT	10/08/12	10/27/12	11-1135p M-Su	11-1135p		:30			NM	14	\$11,200.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 MTWTFS- 4 \$800.00 Week: 10/15/12 10/21/12 MTWTFS- 5 \$800.00 Week: 10/22/12 10/28/12 MTWTFS- 5 \$800.00												
N 15	WLWT	10/29/12	11/05/12	11-1135p M-Su	11-1135p		:30			NM	6	\$15,600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTFS- 5 \$2,600.00 Week: 11/05/12 11/11/12 M----- 1 \$2,600.00												
N 16	WLWT	10/08/12	11/04/12	Late News after NFL	Late News		:30			NM	4	\$1,700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S 1 \$350.00 Week: 10/15/12 10/21/12 -----S 1 \$450.00 Week: 10/22/12 10/28/12 -----S 1 \$450.00 Week: 10/29/12 11/04/12 -----S 1 \$450.00												
N 17	WLWT	10/08/12	11/05/12	NBC Tonight Show	1135-1237a		:30			NM	10	\$4,900.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 MTWTF-- 1 \$400.00 Week: 10/15/12 10/21/12 MTWTF-- 2 \$500.00 Week: 10/22/12 10/28/12 MTWTF-- 3 \$500.00 Week: 10/29/12 11/04/12 MTWTF-- 3 \$500.00 Week: 11/05/12 11/11/12 M----- 1 \$500.00												
N 18	WLWT	10/08/12	11/04/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	7	\$1,375.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----SS 1 \$175.00 Week: 10/15/12 10/21/12 -----SS 2 \$200.00 Week: 10/22/12 10/28/12 -----SS 2 \$200.00 Week: 10/29/12 11/04/12 -----SS 2 \$200.00												
N 19	WLWT	10/08/12	11/04/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	4	\$1,550.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----SS 1 \$350.00 Week: 10/15/12 10/21/12 -----SS 1 \$400.00 Week: 10/22/12 10/28/12 -----SS 1 \$400.00 Week: 10/29/12 11/04/12 -----SS 1 \$400.00												
N 20	WLWT	10/08/12	11/04/12	NBC Saturday Today	Sa8-10a		:30			NM	4	\$8,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S- 1 \$1,200.00 Week: 10/15/12 10/21/12 -----S- 1 \$2,400.00 Week: 10/22/12 10/28/12 -----S- 1 \$2,400.00 Week: 10/29/12 11/04/12 -----S- 1 \$2,400.00												
N 21	WLWT	10/08/12	11/04/12	Sa 10-11a News	Sa 10-11a		:30			NM	4	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S- 1 \$300.00 Week: 10/15/12 10/21/12 -----S- 1 \$400.00 Week: 10/22/12 10/28/12 -----S- 1 \$400.00 Week: 10/29/12 11/04/12 -----S- 1 \$400.00												
N 22	WLWT	10/08/12	11/04/12	NBC Sunday Today	Su 8-9a		:30			NM	4	\$10,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S 1 \$1,500.00 Week: 10/15/12 10/21/12 -----S 1 \$3,000.00 Week: 10/22/12 10/28/12 -----S 1 \$3,000.00 Week: 10/29/12 11/04/12 -----S 1 \$3,000.00												
N 23	WLWT	10/08/12	10/21/12	Su 9-10a News	Su 9-10a		:30			NM	2	\$775.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S 1 \$375.00 Week: 10/15/12 10/21/12 -----S 1 \$400.00												
N 24	WLWT	10/22/12	11/04/12	Su 9-10a News	Su 9-10a		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$2,000.00 Week: 10/29/12 11/04/12 -----S 1 \$2,000.00												
N 25	WLWT	10/08/12	11/04/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	4	\$8,700.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S 1 \$1,200.00 Week: 10/15/12 10/21/12 -----S 1 \$2,500.00 Week: 10/22/12 10/28/12 -----S 1 \$2,500.00 Week: 10/29/12 11/04/12 -----S 1 \$2,500.00												
N 26	WLWT	10/15/12	11/05/12	Mon NBC Prime Other	Prime Other		:30			NM	4	\$12,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$3,000.00 Week: 10/22/12 10/28/12 M----- 1 \$3,000.00 Week: 10/29/12 11/04/12 M----- 1 \$3,000.00 Week: 11/05/12 11/11/12 M----- 1 \$3,000.00												
Totals											217	\$171,500.00

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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	147	\$102,675.00	\$87,273.75
10/29/12 - 11/06/12	70	\$68,825.00	\$58,501.25
Totals	217	\$171,500.00	\$145,775.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date
------------------------------	-------------

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: JOSH MANDEL, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES SENATE

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

CITIZENS FOR JOSH MANDEL INC 50 WEST BROAD ST #1900 COLUMBUS, OH 43215

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KATHRYN D KESSLER

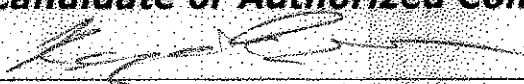
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/29/11

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

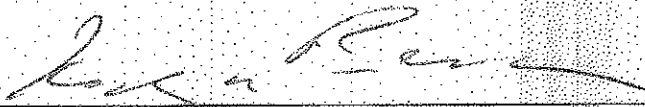
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

4/16/12

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.